

For Immediate Release

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Arts and Culture generate \$122 million in San Jose

Newly released Arts and Economic Prosperity IV study shows growth during economic recovery

SAN JOSE, Calif. – The nonprofit arts and culture industry generated a total of \$122,627,881 in annual economic activity in the City of San Jose - supporting 2,809 full-time equivalent jobs and generating \$8,782,000 in local and state government revenues, according to the [Arts & Economic Prosperity IV national economic impact study](#).

“This study highlights that the Arts are an important sector in our strong economy,” said Kim Walesh, Director of Economic Development. “San Jose residents, visitors and workers are actively engaging in the arts, which will continue to play a pivotal role in being a driving force in our economy’s resurgence.”

Despite the significant impacts of the recession, the San Jose nonprofit arts sector has demonstrated growth in economic impact, attendance, audience spending, and its support of jobs. The economic impact of San Jose’s nonprofit arts organizations and their audiences is up by 19% since the last study five years ago; growing from \$103,241,195 to \$122,627,887. Attendance is up 5%, from 1,887,002 to 1,990,641. The average event participant is spending \$24.09, up from \$21.03. And, the number of full time jobs supported by the nonprofit arts sector is up from 2,348 to 2,809.

“Even in this recession, the arts industry has demonstrated how it can be a significant player in San Jose’s robust economy,” said Kerry Adams Hapner, Director of Cultural Affairs. “Our cultural scene creates a visible and tangible sense of place for San Jose, a global epicenter, where people connect through the arts.”

The nonprofit arts and culture industry in San Jose leverages \$49,348,167 in event-related spending by its audiences. As a result of attending a cultural event, attendees often eat dinner in local restaurants, pay for parking, buy gifts and souvenirs, and pay a babysitter. What’s more, attendees from out of town often stay overnight in a local hotel.

Nationally, the Arts & Economic Prosperity IV study reveals that the nonprofit arts industry produced \$135.2 billion in economic activity during 2010. This spending—\$61.1 billion by nonprofit arts and culture organizations plus an additional \$74.1 billion by their audiences—supported 4.1 million full-time equivalent jobs and generated \$22.3 billion in federal, state and local tax revenues.

(MORE)

About The Arts & Economic Prosperity IV

The Arts & Economic Prosperity IV study was conducted by Americans for the Arts and supported by The Ruth Lilly Fund of Americans for the Arts. Americans for the Arts' local, regional, and statewide project partners contributed both time and financial support to the study. To view the full text of the national statistical report, visit www.AmericansForTheArts.org/EconomicImpact.

About the Office of Cultural Affairs

The City of San Jose's Office of Cultural Affairs, a division of the San Jose Office of Economic Development, is the lead agency for supporting and promoting the development of a rich arts and cultural environment for this diverse city's nearly one million residents, its workers who live in neighboring communities, and its many visitors. For more information, please visit www.sanjoseculture.org.

About the City of San Jose's Office of Economic Development

The City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, catalyzes job and revenue growth, assists business success, connects employers with trained workers, and enhances cultural amenities. For more information, please visit www.sjeconomy.com.

About the City of San Jose

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley - the world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, www.sanjoseca.gov.

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